



D. P. FITZGERALD  
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North East Sales Area  
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April 20, 1998

**SENT VIA E-MAIL**

Lori MacWilliams  
Bob Snow  
Rory O'Rourke

Tim Gillespie  
Bob Dobrowolski  
Mark Goodman

RE: **Camel 2nd Half/'98 C.T.S. Promotions**

Camel is currently looking at utilizing multi-pack sleeves with their C.T.S. promotions during 2nd Half/'98. They would also provide each Region with large high impact displays, with the objective of establishing big presence for the offer and the brand. Regions would be given the options to execute as follows:

- Ship sleeves and display directly to the store level utilizing prebooked product.
- Ship materials to direct account and have them pack product into sleeves, and ship packed product and display to stores.

Bottom-line, the brand wants to establish big brand presence, as stated above for these offers. With this objective in mind, would we be better off to get away from presleeved product, and ship materials directly to retail or continue to utilize the VAP system? We could also discontinue presleeved product, have separate SKU's available for sleeves and displays, and be able to ship to wholesale or retail depending on our ability to utilize VAP. I would appreciate your thoughts on the best way for us to proceed with these C.T.S. promotions on or before **4/27/98**.

Call if you have any questions.

*Don*

98050DF/di

*Rory,  
I e-mailed  
this to you.*

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# New York

*CAMEL BAR PROGRAM.*

*1/98*

<u>Venue Name</u>	<u>Venue Street Address</u>				<u>Telephone</u>
13	35 E. 13th Street	New York	NY	10003	212-979-6677
26 Hudson	26th Street @ Hudson River	New York	NY	10001	212-243-9400
21's	248 W. 14th Street	New York	NY	10014	212-807-1775
Ace Bar	531 East 5th Street	New York	NY	10009	212-979-8476
Acme Underground	9 Great Jones Street	New York	NY	10012	212-420-1934
alt.coffee	139 Avenue A	New York	NY	10009	212-529-2233
Arlene Grocery	95 Stanton Street	New York	NY	10002	212-358-1633
Beauty Bar	231 E. 14th Street	New York	NY	10003	212-539-1389
Bell Caffé	310 Spring Street	New York	NY	10013	212-334-2355
Bleecker Street Bar	58 Bleecker Street	New York	NY	10012	212-334-0244
bOb	235 Eldridge Street	New York	NY	10002	212-777-0588
Bowery Bar	40 E. 4th Street	New York	NY	10003	215-476-2220
Café Con Leche	124 W. 43rd Street	New York	NY	10036	215-819-0377
Coney Island High	15 St. Mark's Place	New York	NY	10003	212-874-7959
Continental	25 3rd Avenue	New York	NY	10003	212-529-6924
Den of Thieves	145 East Houston Street	New York	NY	10002	212-477-5005
Detour	349 E. 13th Street	New York	NY	10003	212-533-6212
Doc Holiday's	141 Avenue A	New York	NY	10009	212-979-0312
Don Hill's	511 Greenwich Street	New York	NY	10013	212-219-2850
Downtime	251 W. 30th Street	New York	NY	10001	212-695-2747
Elbow Room	144 Bleecker Street	New York	NY	10012	212-978-8434
Element Zero	215 E. 10th Street	New York	NY	10003	212-780-9855
Expo	124 W. 43rd Street	New York	NY	10036	212-819-0377
Flowers	21 W. 17th Street	New York	NY	10011	212-691-8888
Gemini	221 2nd Avenue	New York	NY	10002	212-245-5260
* Giant Step (promoter)	62 White Street, #3R	New York	NY	10013	212-219-3567
Grange Hall	50 Commerce Street	New York	NY	10014	212-924-5246
Henrietta Hudson	438 Hudson Street	New York	NY	10014	212-924-3347
Izzy Bar	166 1st Avenue	New York	NY	10009	212-228-0444
Jet East	1181 North Sea Road	South Hampton	NY	11968	516-283-0808
Jet Lounge	286 Spring Street	New York	NY	10013	212-675-2277
La Nouvelle Justine	206 W. 23rd Street	New York	NY	10010	212-727-8642
Lansky Lounge	104 Norfolk St. North of Delancy St.	New York	NY	10002	212-677-9489
Life	158 Bleecker Street	New York	NY	10012	212-420-1999
Limelight	47 W. 20th Street	New York	NY	10010	
Lucky Cheng's	24 1st Avenue	New York	NY	10009	212-473-0516
Ludlow Bar	165 Ludlow Street	New York	NY	10002	212-353-0536
M-80		Hamptons	NY		
Meow Mix	269 E. Houston Street	New York	NY	10002	212-254-0688
Mother	432 W. 14th Street	New York	NY	10014	212-877-6060
Motor City	127 Ludlow Street	New York	NY	10002	212-358-1595
Naked Lunch	17 Thompson Street	New York	NY	10013	212-343-0828
Nation	50 Avenue A	New York	NY	10003	212-473-6239
New Music Cafe	380 Canal Street	New York	NY	10013	212-941-1019
nice guy eddie's	5 Avenue A	New York	NY	10009	212-253-1666
Now Bar	22 7th Avenue South	New York	NY	10014	212-293-0323
NY	289 Spring Street	New York	NY	10013	212-929-6868
NW3	242 E. 10th Street	New York	NY	10003	212-260-0891
Onieal's Grand	174 Grand Street	New York	NY	10013	212-941-9119
Opera	539 W. 21st Street	New York	NY	10011	212-229-1618

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Orson's	177 2nd Avenue	New York	NY	10003	212-475-1530
Push	431 W. 14th Street	New York	NY	10014	212-367-7035
Amnisce Lounge	334 East 73rd Street	New York	NY	10021	212-998-6100
S.O.B.'s	204 Varick Street	New York	NY	10014	212-243-4940
Sapphire Lounge	249 Elridge Street	New York	NY	10002	212-777-5153
Shadow	229 W. 28th Street	New York	NY	10001	212-629-3331
Sound Factory	618 W. 46th Street	New York	NY	10036	212-489-0001
Spoon	12 Avenue A	New York	NY	10009	212-477-9050
Spy Bar	101 Greene Street	New York	NY	10012	212-343-9000
ST	634 E. 11th Street	New York	NY	10002	212-475-8270
Standard Notions	161 Ludlow Street	New York	NY	10002	212-473-3535
Tavern	125 Tuckahoe Lane	Hamptons	NY		
The Bank	225 East Houston Street	New York	NY	10002	212-505-5033
The Room	144 Sullivan Street	New York	NY	10012	212-477-2102
The Roxy	515 W. 18th Street	New York	NY	10011	212-645-5156
The Stoned Crow	85 Washington Place	New York	NY	10011	212-677-4022
Tunnel	220 12th Avenue	New York	NY	10001	212-695-4682
TWIL0	530 W. 27th Street	New York	NY	10001	212-268-1600
Vain	9 Avenue A	New York	NY	10009	212-253-1462
Vazac's Horseshoe Bar (aka	108 Avenue B	New York	NY	10009	212-677-6742
Velvet	167 Avenue A	New York	NY	10009	212-476-2172
Wax	113 Mercer Street	New York	NY	10012	212-226-6082
Wonder Bar	505 E. 6th Street	New York	NY	10009	212-777-9105
WOW Bar	227 W. 28th Street	New York	NY	10001	212-924-4001
XVI	16 First Avenue	New York	NY	10009	212-260-1549
Bar	206 Avenue A	New York	NY	10009	212-982-9173

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